



## **LOS ANGELES COUNTY ARTS COMMISSION**

Press Contacts:

Linda Chiavaroli, Director of Communications, 213 202-5935,

[communications@arts.lacounty.gov](mailto:communications@arts.lacounty.gov)

Anji Gaspar-Milanovic, Internship and Technical Assistance Coordinator, 213 202-3981,

[amilanovic@arts.lacounty.gov](mailto:amilanovic@arts.lacounty.gov)

For Release March 11, 2010

### **FREE ARTS ADVICE FOR INDIVIDUAL ARTISTS AND ARTS ORGANIZATIONS AT “ARTS TUNE-UP” APRIL 17 IN PASADENA**

Individual artists and small budget organizations can benefit from free expert advice and information on various aspects of arts management on Saturday, April 17 from 10 a.m. to 1 p.m. at an “Arts Tune-Up” at the Pasadena City College in Pasadena. Even though the event is free, it is recommended that participants register via SurveyMonkey:

(for electronic publications) Go to <http://www.surveymonkey.com/s/pasadena>

(for non-electronic publications) Go to [lacountyarts.org](http://lacountyarts.org), click on Announcements, then Arts Tune-Up: April 17, Pasadena.

The fast-paced “arts tune-up” format works like this: There will be several tables set up with an arts expert/consultant addressing a specific subject located at each table. Participants choose a topic they want to learn more about. After 25 minutes, participants rotate to another table with a topic of interest as the sessions repeat. There will be a total of 5 round-robin sessions of 25 minutes each. Participants are welcome to come by for an hour or stay for the entire morning.

Topics for individual artists include Arts Education In-School Resources (K-12) & Working in Arts Education (K-12), Fundraising for Individual Artists, Getting Your Sh\*t Together, Health Insurance for Individual Artists, Individual Artist Resources/Investing in Artists, Intro to Public Art and Is Getting a Masters in Arts Administration the Right Choice for You?

Topics for small budget arts organizations include Arts Education In-School Resources (K-12) & Working in Arts Education (K-12), Cultural and Community Outreach, Fundraising for Organizations, LA Stage Alliance and Census & Patron Manager Programs and Marketing for Arts Organizations.

## **THE FACTS**

### **WHAT**

ARTS TUNE-UP for Individual Artists and Small Budget Arts Organizations

**WHEN**

Saturday, April 17 from 10 a.m. to 1 p.m.

**WHERE**

Pasadena City College  
Circadian in Campus Center  
1570 East Colorado Blvd.  
Pasadena, CA 91106

**HOW MUCH**

FREE, but registration is recommended

**HOW TO REGISTER**

REGISTER through SurveyMonkey.

(for electronic publications) Go to <http://www.surveymonkey.com/s/pasadena>

(for non-electronic publications) Go to [lacountyarts.org](http://lacountyarts.org), click on Announcements, then Arts Tune-Up: April 17, Pasadena

**PARKING**

Parking is available for \$2 in Lots 3 & 4 located on the corner of Hill Ave. and Del Mar Blvd.

**MORE INFORMATION**

Anji Gaspar-Milanovic  
Internship and Technical Assistance Coordinator  
Los Angeles County Arts Commission, 213 202-3981

The Arts Tune-Up is sponsored by the **Los Angeles County Arts Commission** and the **City of Pasadena Cultural Affairs Division** in collaboration with **LA Stage Alliance**, the **Center for Cultural Innovation** and **Pasadena City College**.

The **Los Angeles County Arts Commission**, Laura Zucker, Executive Director, provides leadership in cultural services of all disciplines for the largest county in the United States, encompassing 88 municipalities. The Arts Commission provides leadership and staffing to support the regional blueprint for arts education, *Arts for All*; administers a grants program that funds more than 300 nonprofit arts organizations annually; oversees the County's Civic Art Program for capital projects; funds the largest arts internship program in the country in conjunction with the Getty Foundation; programs the John Anson Ford Theatres; and supports the Los Angeles County Cultural Calendar on ExperienceLA.com. The Commission also produces free community programs, including the L.A. Holiday Celebration broadcast nationally, and a year-round music program that funds more than 40 free concerts each year in public sites. The 2009-10 President of the Arts Commission is Araceli Ruano.

For more information please consult the Arts Commission online press kit:

<http://lacountyarts.org/page/pubnewspress>

###

3/11/10